

Digital experiences that put the mission first.

Adobe provides the Federal government and the Department of Defense with advanced technology to connect the right person to the right information at the right time in their mission.



Adobe digital solutions modernize and accelerate mission support to meet the public where they are.

Recruitment to Retirement

Federal employees expect a personalized digital experience at every stage of employment—from recruitment to retirement. Agencies can streamline HR processes with digital forms, e-signatures, connected dashboards and automated workflows, while protecting sensitive data.

Learning content management

Delivering learning content to the federal workforce is vital to meeting mission-critical training requirements. Adobe bridges platforms for content creation, delivery and persistence by linking instructors to a shared space where they can create, tag, search, and archive content.

Web, forms and modernization

Meet 21st Century IDEA requirements with the power of content management, digital asset management and e-signatures. Optimize data collection, disaggregation and security while standardizing forms across channels—leading to less paperwork, lower operating costs, and faster response times.

Zero trust architecture

Content security (Digital Rights Management) provides security down to the content, document, and data level across all environments and devices. It enforces zero trust principles with persistent protection at rest, in transit, and in use.

Policy and publication collaboration

Adobe supports a streamlined, collaborative approach to creating, publishing, and delivering technical documentation and training. Multiple teams can work on one document in uniformity. Routing is automatic and allows personnel to maintain version control across editors and approvers wherever they're stationed.

Analytics for actionable insight

A single source of truth lets you measure, analyze, and optimize data from all digital touchpoints across channels. Adobe goes beyond simple metrics to use machine learning, AI, and other modern data analyses to deliver more accurate mission insights—so decision makers can act on a moment's notice.

The Adobe Advantage



Scale: Data, attributes, segments, and content are all shared across Adobe Experience Cloud in a purpose-built Common Data Platform with limitless capability of cloud resources.



Security: An open-sourced framework simplifying 1,368 compliance controls across various frameworks into 300 common controls with flexible deployment strategies to meet customer security needs, including on-prem.



Creativity: Adobe Creative Cloud is the de facto standard in most creative design shops, supporting the layman to expert technician for all content creation, collaboration and optimization needs.



Analytics: Adobe Sensei is a purpose-built AI/ML engine — informed by real-world data — optimized to drive insights and deeper engagement for the most effective content missions.

4 Pillars of Personalization



Data and Insights

Create a unified customer profile that combines engagement data from different sources, letting you test and optimize CX in real time.



Content Collaboration

Manage and standardize content across teams and channels with a centralized digital asset manager.



Omni-Channel Journeys

Tailor and nurture customer journeys across all touchpoints with single sign-on and next-best action.



Digitized Process

Digitize manual processes, automate workflows and enable self-service to drive faster, more accurate outcomes.

Adobe Customer Success

U.S. Army Corps of Engineers (USACE): Modernized USACE project bidding process, reducing the time required to compile project bids via forms from days/weeks to 10 minutes while enhancing document security.

Navy Personnel Command (NPC): Improved internal transactions by digitizing how Sailors and veterans provide personal information. NPC transitioned from paper-based forms to fillable PDF forms to smart, adaptive forms, making documents easier and faster to fill out and process.

Centers for Disease Control (CDC): Applied analytics across 1,000 webpages and 22 million daily visits to CDC.gov to better share critical public health and safety data during COVID-19.

National Center for Missing and Exploited Children (NCMEC): Analyzed digital media and boosted online engagement to help recover more than 3,000 lost children.

Better together: powering next-generation digital transformation

Building world-class digital government experiences and services is a team sport. It takes a robust ecosystem of partners and collaborators. Technology and services must be universally accessible, customized and integrated across platforms. They must also be built with modern, open architectures that deliver standards-based solutions and deployed in a secure cloud environment.

Combining the leading-edge commercial technology and expertise of our public sector alliances, Adobe helps government solve the most complex challenges with minimal disruption—while driving measurable value.



Better together

Go-to-market

Align with the account teams on mutual opportunities and GTM planning

Marketing

Market with Adobe to create and accelerate opportunities with thought-leadership

Solutions/Use Cases

Create joint solution offerings and use cases with customers



Enablement

Get trained/certified/specialized

Deployments

Develop deployment plan with Adobe solution consultants and customer success teams

Partner today

Contact Nancy Newell (nnewell@adobe.com) to learn more about creating digital experiences that put people first.

